

The Blueprint for Revenue Orchestration

B2B sales has become wildly complicated

Buying committees have an average of <u>9</u> people.

Buyers engage on up to <u>10</u> channels.

12

Reps use an average of **10 tools** to close a deal.

Sellers need one place to get reliable information and be guided on the next best action to take to keep up with this complex landscape.

Revenue Orchestration Platforms reign in the complexity

A Revenue Orchestration Platform is the central nervous system of revenue generation. It "enables B2B frontline resources to design, execute,

capture, analyze, and improve buyer and customer engagement while optimizing productivity and internal revenue processes." (Forrester)

Orchestrated workflows for the whole revenue team and customer lifecycle

Buyer engagement

Automatically identifies web visitors using Al chatbots and landing pages, delivering personalized experiences and integrating buyer intent into sales workflows.

AI & Holistic data model

Sales engagement

Automates sales interactions across channels, boosting engagement and conversions, streamlining workflows, and tracking performance.

Conversation intelligence

Transcribes and analyzes sales conversations, revealing key topics, sentiments, and patterns to aid seller prep and manager feedback.

Revenue intelligence

Aggregates data for real-time insights into sales, customer behavior, and market trends, enabling accurate forecasting and data-driven revenue optimization.

Customer Engagement

Automates personalized follow-ups to boost adoption and retention, providing KPI visibility and proactive actions based on real-time signals.

Every revenue-focused role benefits



How Revenue Orchestration Platforms deliver on the promise of revenue operations

> Knowledge Industry best + from in-house practices best practices



Every seller's workflow

Better customer



Want to know more?

Download your free copy of the full Blueprint for Revenue Orchestration.

> **The Blueprint for Revenue Orchestration**

About Salesloft

Salesloft helps revenue teams take the right actions to close every deal with the only platform built around the sellers' workflow. The Salesloft **Revenue Orchestration Platform aligns revenue** teams so they can prioritize and execute all their actions to improve buyer and customer engagement throughout the entire buyer journey, driving improved productivity, and better pipeline efficiency and revenue outcomes. Thousands of the world's top revenue teams, like those at Google, 3M, IBM, Shopify, Square, and Cisco, drive more revenue with Salesloft.

Salesloft.